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**Date:**

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## Peru

## Exporter Guide

**2011**

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**Report Highlights:**

Peru continues to be the best performing economy in Latin America, achieving sustained high growth and low inflation. Peru's economy has been transformed by market-oriented reforms and privatizations and has met many of the conditions for long-term growth. Peru's economy posted impressive results in 2010, such a GDP growth of 8.8 percent -proof that Peru's economy is highly dynamic, driven mostly by private investment, foreign trade, and domestic demand. The commercial sector appears amongst the sectors that have contributed the most to this growth. This report summarizes key trade and market conditions to help U.S. importers make the most of the United States- Peru Trade Promotion Agreement opportunities.

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**Post:**

Lima

## **Executive Summary:**

### **Section I. Market Overview**

Peru continues to be the best performing economy in Latin America, achieving sustained high growth and low inflation. Peru's economy has been transformed by market-oriented reforms and privatizations and has met many of the conditions for long-term growth. Peru posted impressive results in 2010, such a GDP growth of 8.8 percent -proof that Peru's economy is highly dynamic, driven mostly by private investment, foreign trade, and domestic demand. The commercial sector appears amongst the sectors that have contributed the most to this growth.

Peru's good economic position has also been validated by the World Bank's ranking of Peru as the 36th of 183 economies in its *2011 Ease of Doing Business* report, gaining 10 positions in comparison with 2010 as a result of introducing positive reforms in 4 categories. Peru's strength lies in its sound regulations although the amount of red tape is still relatively high despite the aforementioned improvements.

Similarly, credit rating agencies such as Standard and Poor, Fitch, and Moody's, acknowledge the good fiscal and economic performance of the country, placing it amongst the economies that are certain to comply with their obligations.

<b>Domestic Economy</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Nominal GDP (U.S. \$ billions)	127.6	127.2	157.1
Real GDP Growth (%)	9.8	0.9	8.8
GDP per capita (nominal U.S. \$)	4,453	4,365	5,401
Ave. annual exchange rate (new soles/\$)	2.92	3.01	2.8
Inflation (Dec. to Dec. %)	5.8	2.9	1.6

Source: Central Reserve Bank of Peru, [www.bcrp.gob.pe](http://www.bcrp.gob.pe)

National Institute of Statistics, [www.inei.gob.pe](http://www.inei.gob.pe)

Country Commercial Guide: Peru, [http://buyusainfo.net/docs/x\\_8403089.pdf](http://buyusainfo.net/docs/x_8403089.pdf).

Peru's population reached 29.4 million in 2010. The country has added 8 million people since 1990. Total population is expected to exceed 32 million by 2020. The median age was 25.6 years in 2010 – up 5.1 years since 1990. Peru's GDP per capita has increased more than 20 percent in 2010 and it is forecasted to grow 15 percent more in 2011.

According to Peru's customs data, total agricultural imports to Peru from United States grew to \$787 million in 2010, up 41 percent from the 2009 level. Moreover, consumer oriented products reached \$107 million in 2010 growing 81 percent in respect 2009. The United States became the second largest supplier after Chile of consumer oriented products, accounting for 14 percent of the market share. Colombia was the third largest supplier in this category.

The United States– Peru Trade Promotion Agreement (PTPA), entered into force on February 1, 2009. PTPA immediately provided duty free access for two-thirds of U.S. food and agricultural products, including high-quality beef, cotton, wheat, soybeans, soybean meal and crude soybean oil, key fruits and vegetables such as apples, pears, peaches, cherries and almonds, food ingredients, and many processed food products, including frozen French fries, cookies and snack foods. Tariffs on most remaining U.S. farm products will be phased out within 15 years, with all tariffs eliminated in 17 years.

Peru offers promising conditions for U.S. products due to the expansion of supermarket and fast food chains, a growing trend for processed food consumption, increasing investments in the hotel and restaurant industry (HRI) and economic stability. Opportunities also exist for commodities such as hard red wheat, cotton, yellow corn, pet food, soybean meal, dairy (whey and cheese), and beef and offals. However, major constraints include customer preferences for fresh food, limited purchasing power in the lower-middle class population, and tariff and non-tariff barriers.

Although Lima is still the major market for consumer-oriented foods, cities like Trujillo, Arequipa, Chiclayo, and Huanayo have become favorable alternatives for U.S. exporters.

### **Advantages and Challenges Facing U.S. Products in Peru**

<b>Advantages</b>	<b>Challenges</b>
<ul style="list-style-type: none"> <li>• PTPA grants duty free access to two-thirds of U.S. food and agricultural products.</li> <li>• Growing food processing and HRI sectors demand more food ingredients.</li> <li>• Open market for previously banned products (beef, offal, poultry and pork).</li> <li>• Proactive supermarket industry will result in increased demand for high-value products.</li> </ul> <ol style="list-style-type: none"> <li>1. Supermarkets and fast food chains expanding in major cities.</li> <li>1. Appreciation for U.S. food quality and culture.</li> <li>1. Increased tourism creates new opportunities for food service development (especially consumer-oriented products).</li> </ol>	<ol style="list-style-type: none"> <li>1. Peru is negotiating trade agreements with other countries, which could lessen U.S. competitive advantage.</li> <li>1. Consumer habits: Peruvians prefer meals based on fresh products and spicy seasonings.</li> <li>1. Lack of brand awareness among consumers.</li> <li>1. New local food brands appearing in the market at very low prices.</li> <li>1. Relatively small market due to limited purchasing power; 70 percent of the Peruvian population are low-income consumers.</li> <li>1. Traditional markets dominate retail sales strongly in secondary cities</li> <li>1. Smuggling.</li> </ol>

## **Section II. Exporter Business Tips**

- Two-thirds of U.S. food and agricultural products are exported to Peru duty free. The complete list of products that benefit from PTPA can be found at:

[http://www.ustr.gov/Trade\\_Agreements/Bilateral/Peru\\_TPA/Section\\_Index.html](http://www.ustr.gov/Trade_Agreements/Bilateral/Peru_TPA/Section_Index.html)

- Imported food products have been benefit since Peru TPA entered into force on February 1, 2009.
- For further information on food standards and regulations, labeling and import procedures, please refer to our latest Food and Agricultural Import Regulation and Standards Report.

### **1. Food standards and regulations**

Sanitary inspection, food registration, packaging and control regulations for food and beverages are included in Supreme Decree No. 007-98-SA of September 25, 1998. The General Environmental Health Bureau (DIGESA), within the Ministry of Health, is the Peruvian counterpart to the Food and Drug Administration (FDA) regarding sanitary supervision and registration of food and beverages. The National Agricultural Sanitary and Phytosanitary Service (SENASA), part of the Ministry of Agriculture, is the local counterpart to the U.S. Department of Agriculture (USDA) concerning the development of sanitary and phytosanitary regulations and the inspection of animal and plant origin products. The National Institute for the Defense of Competition and for the Protection of Intellectual Property (INDECOPI) is the agency in charge of labeling standards, labeling control, and trademarks.

#### **1. General import and inspection procedures**

In order to clear Customs (SUNAT), imports must have a Unique Customs Declaration (DUA), a commercial invoice, an airway bill or bill of lading, a packing list, an insurance letter, and a food sanitary registry from DIGESA for food processed products or a health certificate for animals, plants or their by-products that complies with SENASA's import requirements.

When the customs agent transmits the DUA electronically, SUNAT will determine the type of control for the merchandise within the following channels: green, orange and red. Channel green permits delivery of the product once duties are paid; channel orange requires review of the documentation and channel red requires review of the documentation and physical inspection.

#### **1. Food and beverage sanitary registration**

Importers needs to submit a sworn application to DIGESA (available at [www.digesa.sld.pe](http://www.digesa.sld.pe)) accompanied by a certificate of free trade and use, the future label and the registration receipt. If the certificate is not available, the importer should present a document issued by the Peruvian

Consulate in the country of origin. The sworn application includes the contact information of the importer's company and the manufacturer, his taxpayer identification (R.U.C.), the list of products requested and the content, results of physical-chemical and microbiological analysis, lot code system, expiration date, packing material, and storage conditions for each product.

This procedure will take no more than seven working days. The Sanitary Registration will be valid for five years from the date of issue and may be renewed between seven and 60 working days before the expiration date.

### **1. Certificates for animals, plants, and their by-products**

Before the product is shipped, the importer must request an import permit from SENASA. The exporter must provide to the importer the corresponding official country of origin health certificate, including the specific certification requirements of SENASA.

USDA agencies that issue health certificates for Peru are the Animal and Plant Health Inspection Service (APHIS) for animals and plants and their derived products, the Food Safety and Inspection Service (FSIS) for meats and their by-products, and the Agricultural Marketing Service (AMS) for U.S. dairy products.

### **1. Labeling requirements**

Imported packaged foods must carry a separate adhesive label before reaching the point of sale. A Spanish translation of the label must include the importer/distributor's contact information. R.U.C. Law 28405, November 30, 2004, requires labeling for value-added products other than foods (which could be included in the future). Imported value-added products that do not comply with the provisions of this law must be properly labeled in private storage for customs clearance.

## **Section III. Market Sector Structure and Trends**

- In order to enter the Peruvian food market, U.S. exporters should contact local food processing companies and importers/wholesalers/distributors directly or indirectly through brokers, agents or representatives.
- Regardless of which strategy is chosen, personal visits are highly recommended. The local partner should be well known by the U.S. company before any permanent contractual arrangement is made.
- The local partner should be able to provide updated information on market consumer trends, current market development (merchandising, point of sales, and promotion activities) and trade business practices.

### **1. Food Service Sector**

In 2010, food service sales in Peru accounted for about \$5.2 billion. Full service restaurants represented almost 65 percent, with almost 40 percent of the sales coming from high-end food service. Growth increased by 8 percent in respect to 2009. Total food service imports were

estimated at \$1 billion, or 20 percent of total food service sales.

### **Estimated Consumer Food Service by Type (Current Value): 2006-2010**

<b>Sub Sector</b>	<b>Food Service (US\$ Million)</b>				
	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010*</b>
Full-service restaurants	2,112	2,409	2,983	3,126	3,385
Cafes/Bars	571	690	840	918	1,010
Fast Food	177	226	234	266	292
Home Delivery	62	75	94	98	105
Street stalls/kiosks	291	339	467	449	472
<b>TOTAL</b>	<b>3,213</b>	<b>3,737</b>	<b>4,619</b>	<b>4,857</b>	<b>5,264</b>
growth %	8%	16%	24%	5%	8%

Source: Post estimations / \*Preliminary

The Peruvian government has been actively promoting tourism. In September 2009, first general tourism law was passed. The purpose of the law is to promote tourism and entrepreneurial development, particularly in areas outside of Lima.

Visitors from other countries that are not residing within Peru are considerate as receptive tourism by the Ministry of Foreign Trade and Tourism. It has been estimated that receptive tourism growth was 12.4 percent in 2010. Moreover, hotels expanded by 8 percent, due to increased local tourism, which offset the drop in hotel overnight stays by foreign tourists. The tourism boom, however, is reflected not only in the increase in number of foreign visitors, but mainly in new investments in hotels and restaurants. Peru's progress as a tourist destination is important—the country often appears in specialized documents and is awarded prizes of different kinds. This awakening of tourism has been accompanied by the rapid dissemination of Peruvian cuisine which definitely is starting to be part of main attractions for different visitors around the world.

Visits by foreign tourists rose 7.5 percent in 2010. The number of visitors that arrived to Peru last year was around 2.8 million, which represented foreign currency earnings of \$2,7 billion.

#### **1. Food Processing Sector**

The food industry recovered 7 percent in 2010 from its downturn in 2009. It was mainly triggered by higher income levels, employment and credit.

There were two distinct trends defined by the direction taken by the market for goods. The first one was pushed by prepared and preserved meat production that climbed 4.8 percent -- the rate that has shown a steadily growth for twelve straight years. The leading companies, mainly from poultry and sausage industry, have been able to further diversify their offering of foodstuffs. The second trend relies on the notable expansion of oils and fat industry that grew 17 percent in 2010, mainly boosted by an aggressive competitive behavior between key players, being locals who had best performance at the end.

According to food industry perspectives for 2011, there is high growth expectancy for this sector due to expansion of local demand especially at provinces. Despite the rise of ingredients prices in the international market, the industry remains solid and it is gaining more presence abroad.

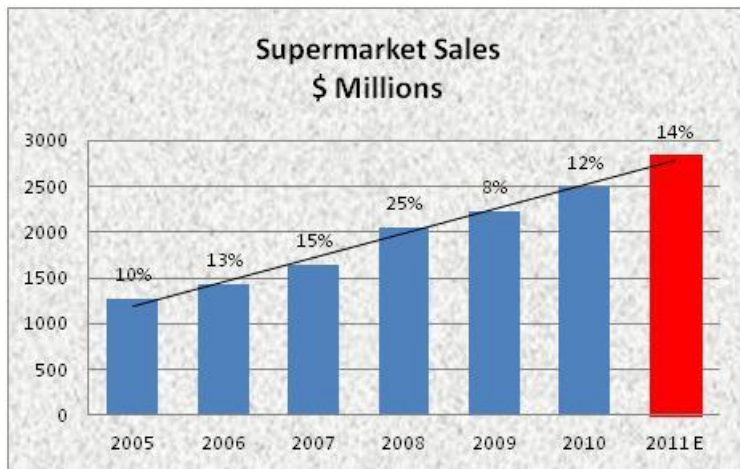
The performance of the beverage industry has been positive over the past twelve years, boosted by the domestic market and particularly by the development of soft drinks and mineral waters. In 2010, sector's growth recovered and expanded 7 percent basically by an increment of domestic demand resulting from country's economic progress. Distilled beverages and spirits rose barely 0.5 percent as a result of lower production of pisco (4 percent) and other distilled spirits compared to previous year, closing the year with \$550 million in sales.

## 1. Food Retail Sector

Fostered by higher levels of employment, income and consumption, Peru's retail market exhibits a large list of opportunities for consumer goods. Peru has experienced a spectacular growth in the modern retail channel in the last ten years. This year A.T. Kearney's ranking included Peru amongst the 10 favorite emerging countries for retail investment, based on its low retail penetration and average young age of consumers (26 years old).

The three major supermarkets chains in Peru achieved sales for \$2.5 billion in 2010; this represents a 12 percent growth in respect 2009 (Table 1). This positive evolution is consistent with increases in private consumption and major availability to consumption credits and higher incomes, especially within middle-class families which currently account for 45 percent of Peru's population.

Chart 1



Source: Skotiabank Economic Department

There were 156 stores (all formats included) by the end of 2010, with 121 in Lima and 35 in the provinces. The results obtained outside of the capital have gone beyond any expectation. Supermarkets have founded their success on identifying and developing new market segments, which will eventually help them gain more terrain in the future.

In 2010, Peru's total food retail market reached \$18 billion, 80 percent of which is concentrated in Lima. Supermarket chains reached almost \$2.5 billion in food sales, a 12 percent increase from 2009. Food sales by these supermarket chains accounted for 30 percent of the retail market share in Lima in 2010, which is considered to be low in comparison with the neighboring Latin American

countries.

### Retail Sales in Country by Sub-Sector (million dollars)

Sub-Sector	2008	2009	2010
Supermarkets and hypermarkets	1,800	2,216	2,483
Traditional Channel (grocery stores, wet markets, convenient stores, etc.)	8,720	14,428	15,520
<b>Total</b>	<b>10,520</b>	<b>16,644</b>	<b>18,002</b>

Source: Post Estimated values

### Section IV. Best High-Value Product Prospects

- Peru grants tariff preferences to the Andean Community of Nations (CAN - Bolivia, Colombia and Ecuador), and to Mexico, Paraguay, Argentina, Brazil, Uruguay and Cuba.
- Peru's trade policy is oriented towards open markets. Peru has signed different commercial and trade agreements, while others have not entered into force yet and just a few still in negotiations:

Country	Type	Status
Andean Community (Bolivia, Ecuador and Colombia)	Free Trade Agreement	In force
MERCOSUR (Argentina, Brasil, Uruguay, Paraguay)	Economic Complementation Agreement	In force
Cuba	Economic Complementation Agreement	In force
Chile	Free Trade Agreement	In force
Mexico	Trade Integration Agreement	In force
United States	Free Trade Agreement	In force
Canada	Free Trade Agreement	In force
Singapore	Free Trade Agreement	In force
China	Free Trade Agreement	In force
South Korea	Free Trade Agreement	In force
European Free Trade Association (EFTA)	Free Trade Agreement	In force
Thailand	Third Protocol	To come into force
Japan	Economic Partnership Agreement	To come into force
European Union	Free Trade Agreement	To come into force
Costa Rica	Free Trade Agreement	To come into force
Panama	Free Trade Agreement	To come into force
Guatemala	Free Trade Agreement	Negotiating
El Salvador	Free Trade Agreement	Negotiating
Honduras	Free Trade Agreement	Negotiating



- The PTPA reinforces U.S. competitiveness within the Peruvian market. The quality of U.S. products is already appreciated among the high-end consumers.
- For a complete list of products that have benefited from PTPA, please check [http://www.ustr.gov/Trade\\_Agreements/Bilateral/Peru\\_TPA/Section\\_Index.html](http://www.ustr.gov/Trade_Agreements/Bilateral/Peru_TPA/Section_Index.html).

Product/ Product Category	Market Size 2010 est.	Imports 2010	Average Annual Import Growth (2005- 10)	Import Tariff Rate	Key Constraints Over Market Development	Market Attractiveness for the U.S.
Cheese (HS 0406)	18,480 MT	2,341 tons (\$11.59 million)	14.4 percent	040610, 20 and 40 0 percent 040630 040690 0 percent	- U.S. competitors are: Uruguay (16percent) and Netherlands (16percent). - Strong preference for EU cheese at high- end HRI and Retail Sectors.	- U.S. cheeses are mainly used in the food processing sector, but have potential in the HRI and Retail Food Sectors. - In 2010, the United States was the first supplier with a market share of 38 percent. - TPA*: 17 years linear, 2,500 MT quota with 12 percent increase per year.
Confectionary – non chocolate (HS 1704)	N/A	14,492 tons (\$37.4 million)	16.1 percent	0 percent	- Major suppliers are Colombia(\$26 million) and Ecuador (\$4 million). - Local industry is strong. Major owners are foreign companies.	- United States represents 2 percent of total imports, however, U.S. imports grew 14% in 2010. .
Confectionary – chocolate (HS 1806)	N/A	3,663 tons (\$13.6 million)	12.2 percent	0 percent	- Chile is the major supplier (24 percent of MS). - Local industry is competitive.	- The U.S. is the second major supplier with 17 percent. The U.S. strength is in chocolate for the retail sector. Imports grew 46 percent in 2010.
Food Preparations (HS 210690)	N/A	14,229 tons (\$120 million)	16.4 percent	0 percent	- Local Production is strong - Chile is the major importer (33 percent).	- United States is the second largest supplier and holds 17 percent of market share. - In 2010 imports grew 28 percent.
Prime and choice beef (HS 020230)	Total beef and offals	1,435 tons (\$5.73	7.9 percent	0 percent	- Competes with quality meats from Colombia,	- Due to an increment of income levels, local

	market: 274,425 MT	million)			Argentina, Uruguay, Brazil and Bolivia.	consumers are demanding high quality products, such as beef. - U.S. imports have grown 75 percent respect 2009 in this category - United States became the second largest beef supplier in 2010 and holds 25 percent of import market share
Edible Beef Offals (liver) (HS, 020622)	10,000 MT	3,911 tons (\$5.4 million)	16.4 percent	0 percent	Local production covers most of the market size.	- The United States holds 95 percent of import market.
Fruit and Vegetable juices (HS 2009)	N/A	14,222 hl (\$2.5 million)	30 percent	0 percent	- Brazil is the second largest supplier and holds 23 percent of market share in 2010.	U.S. imports grew 15 percent in 2010 and United States remains as the largest importer holding 31 percent of market share.
Pet foods (HS 230910)	45,000 MT	12,250 MT (\$13.84 million)	17.6 percent	0 percent	- Growing local pet industry. - There is an informal industry arising. - Colombia 42 percent), and Argentina (31 percent) are major competitors.	- The United States holds 22 percent of the market, with an 21 percent increase from 2009.
Turkey (HS 020727)	13,000 MT	4,598 tons (7.6 million)	27.2 percent	6 percent	- Major exporters are Brazil (52 percent) and Chile (34 percent) followed by the United States with 14 percent. - Local poultry industry is strong.	- Peruvians are major consumers of turkey during Christmas and New Year's. - The food retail sector is becoming more popular not only in Lima, but also in the province. - USAPEEC has initiated a market penetration plan.
Poultry meat cuts (HS 020714)	\$23,000 million	10,050 tons (\$8.53 million)	56.2 percent	TRQ: 13,997 tons 0 percent	- Strong local industry. - Frozen presentation is not common	- Peruvians are major consumers of poultry. - TRQ: 6 percent increase per year.
Bread, pastry, cookies (HS 1905)	N/A	4,449 tons (\$10.2 million)	21.1 percent	0 percent	- Colombia is the major import supplier and holds 22 percent of market share. Local companies	United States holds 14 percent of import market share.

					are very strong.	
Soups & Broths (HS 2104)	N/A	1,363 tons (\$2.9 million)	20.6 percent	0 percent	- Local companies are very competitive	- United States grew 38 percent in 2010 and is the major import supplier in this category.holding 33 percent of import market share
Sauces (HS 2103)	N/A	5,557 tons (\$9.87 million)	15 percent,	0 percent	- Local companies are very competitive.	- United States grew 16 percent in 2010 and is the major import supplier in this category. Holding 32 percent of import market share
Nuts and almonds (HS 0802)	N/A	452 tons (\$2.7 million)	40 percent	0 percent	- Chile (37 percent of the market) is the second largest supplier.	- U.S. imports have grown 161 percent in respect to 2009. The United States is the major supplier with 61 percent of the import market. - Importers recognize that U.S. quality of nuts and almonds is better than competitors.
Wine (HS 2204)	21 million liters	8.1 million liters (\$24.87 million)	15.7 percent	0 percent	- Argentina (53 percent), Chile (32 percent), and Spain (7 percent) are major exporters. - Only regular wine consumers recognize U.S. wine quality.	- There is a niche market for quality wines for which the United States can be appreciated and price competitive. - Peru's wine consumption is growing. Right now is above 1.3 liters.

## Section V. Key Contacts and Further Information

If you have any questions or comments regarding this report or need assistance exporting to Peru, please contact the Foreign Agricultural Service in Lima at the following address:

U.S. Embassy Lima, Foreign Agricultural Service (FAS)  
Mailing Address: Office of Agricultural Affairs, Unit 3785, APO AA 34031  
Address: Av. La Encalada cdra. 17, Monterrico, Lima 33  
Phone: (511) 434-3042  
Fax: (511) 434-3043  
E-mail: [Aglima@usda.gov](mailto:Aglima@usda.gov)

For further information, check the FAS web site [www.fas.usda.gov](http://www.fas.usda.gov) or our web site [www.usdaperu.org.pe](http://www.usdaperu.org.pe). Please, also refer to our other current food market related reports: Food Processing Ingredients Sector, Retail Food Sector and HRI Food Service Sector and Food and Agricultural Import Regulations and Standards (FAIRS) and FAIRS Export Certificate reports.

## Trade Associations

### *American Chamber of Commerce of Peru (AMCHAM)*

Executive Director: Aldo Defilippi

Address: Av. Ricardo Palma 836, Miraflores - Lima 18

Phone: (511) 705-8000

(511) 241-0709

[www.amcham.org.pe](http://www.amcham.org.pe)

[amcham@amcham.org.pe](mailto:amcham@amcham.org.pe)

### *National Society of Industries (SNI)*

President: Pedro Olaechea

Address: Los Laureles 365, San Isidro - Lima 27

Phone: (511) 616-4444

Fax: (511) 616-4433

Web site: [www.sni.org.pe](http://www.sni.org.pe)

### *Hotel and Restaurant Association (AHORA)*

President: Freddy Gamarra Elias

Address: Av. Benavides 881, Lima 18

Phone: (511) 444-7825

Fax: (511) 444-4303

E-mail: [ahora@infonegocio.net.pe](mailto:ahora@infonegocio.net.pe)

## Ministries and Government Agencies

### *Ministry of Agriculture (MINAG)*

Minister: Luis Ginocchio

Address: Av. La Universidad N° 200 – La Molina

Phone: (511) 613-5800

Fax: (511) 711-3700

Web site: [www.minag.gob.pe](http://www.minag.gob.pe)

### *The National Agricultural Sanitary and Phytosanitary Service (SENASA)*

Director: Dr. Oscar Dominguez

Address: Av. La Molina 1915 – Lima 12

Phone: (511) 313-3300

Fax: (511) 340-1486

Web site: [www.senasa.gob.pe](http://www.senasa.gob.pe)

### *General Environmental Health Bureau (DIGESA)*

General Director: Monica Patricia Saavedra Chumbe

Address: Las Amapolas 350, Urbanizacion San Eugenio - Lima 14

Phone: (511) 442-8353 /421-0146

Fax: (511) 422-6404

Web site: [www.digesa.minsa.gob.pe](http://www.digesa.minsa.gob.pe)

*Customs (SUNAT)*

Superintendent: Tania Quispe

Address: Av. Garcilazo de la Vega 1472 – Lima 1

Phone: (511) 315-3300

Fax: (511)315-3318

Web site: [www.aduanet.gob.pe](http://www.aduanet.gob.pe)

*National Institute for the Defense of Competition and for the Protection of the Intellectual Property (INDECOPI)*

President: Mr. Hebert Eduardo TassanoVelaochaga

Address: Calle de la Prosa 138 - San Borja

Phone: (511) 224-7800

Fax: (511) 224-0348

Web site: [www.indecopi.gob.pe](http://www.indecopi.gob.pe)

**APPENDIX 1. STATISTICS**

**TABLE A. Key Trade & Demographic Information (2009)**

Agricultural Imports From All Countries (\$million)/ U.S. Market Share (%) <sup>1/</sup>	3,230 / 24
Consumer Food Imports From All Countries (\$ million)/ U.S. Market Share (%) <sup>1/</sup>	745 / 14
Edible Fishery Imports From All Countries (\$ million)/ U.S. Market Share (%) <sup>1/</sup>	159 / 4
Total Population (Millions) / Annual Growth Rate (%) <sup>2/</sup>	29.4 / 1.1
Urban Population (Millions) / Annual Growth Rate (%) <sup>2/</sup>	22.3 / 2.1
Number of Major Metropolitan Areas <sup>2/ 3/</sup>	10
Size of the High-Middle Class (Millions) / Growth Rate (%) <sup>4/</sup>	2 / 3%
Per Capita Gross Domestic Product (U.S. Dollars) –2010 <sup>2/ 5/</sup>	5,401
Unemployment Rate – 2010 (%) <sup>2/ 5/</sup>	6.6
Per Capita Food Expenditures (U.S. Dollars) 2/	923
Percent of Females of Working Age <sup>2/</sup>	50.3
Exchange Rate (US\$1 = X.X local currency) <sup>2/</sup>	\$1 = S/. 2.8

<sup>1/</sup> Source: Peru's Customs 2010.

<sup>2/</sup> Source: INEI

<sup>3/</sup> Lima is the main city with 8.4 million inhabitants and 2.0% of annual growth. The other cities are: Piura, La Libertad, Cajamarca, Puno, Junin, Cuzco, Arequipa, Lambayeque y Ancash.

<sup>4/</sup> Source: "Peruvian Association of Market Research Companies" Socioeconomic Levels 2010.

<sup>5/</sup> Economic and Finance Ministry (EFM)

**TABLE B. CONSUMER FOOD & EDIBLE FISHERY PRODUCT IMPORTS**

Peru Imports (In Millions of Dollars)	Imports from the World			Imports from the U.S.			U.S. Market Share		
	2008	2009	2010	2008	2009	2010	2008	2009	2010
<b>CONSUMER-ORIENTED AGRICULTURAL TOTAL</b>	616	546	774	83	59	107	14	11	14
Snack Foods (Excl. Nuts)	44	44	54	4	3	4	9	7	7
Breakfast Cereals & Pancake Mix	18	13	15	1	1	1	3	4	4
Red Meats, Fresh/Chilled/Frozen	35	30	46	7	6	10	19	21	22
Red Meats, Prepared/Preserved	4	9	5	0	0	0	2	2	8
Poultry Meat	12	17	29	0	2	6	1	13	20
Dairy Products (Excl. Cheese)	123	64	128	19	3	26	16	5	21
Cheese	10	8	12	2	4	4	25	42	38
Eggs & Products	2	5	2	0	0	0	3	4	19
Fresh Fruit	31	41	50	1	1	1	3	3	2
Fresh Vegetables	0	0	28	0	0	0	4	0	0
Processed Fruit & Vegetables	57	42	66	4	4	8	7	10	12
Fruit & Vegetable Juices	2	2	3	1	1	1	32	33	31
Tree Nuts	2	2	4	0	1	2	4	29	42
Wine & Beer	26	23	30	0	0	0	1	1	2
Nursery Products & Cut Flowers	4	5	6	1	1	1	17	10	19
Pet Foods (Dog & Cat Food)	11	11	14	3	3	3	26	24	22
Other Consumer-Oriented Products	234	230	282	41	30	40	17	13	14
<b>FISH &amp; SEAFOOD PRODUCTS</b>	63	76	159	1	0	7	1	0	4
Salmon	1	1	1	0	0	0	0	0	0
Surimi	0	0	0	0	0	0	0	0	0
Crustaceans	4	2	3	0	0	0	0	1	1
Groundfish & Flatfish	21	32	57	0	0	0	0	0	0
Molluscs	3	1	7	1	0	7	19	1	92
Other Fishery Products	35	39	91	0	0	0	1	1	0
<b>AGRICULTURAL PRODUCTS TOTAL</b>	3,162	2,508	3,229	508	557	787	16	22	24
<b>AGRICULTURAL, FISH &amp; FORESTRY TOTAL</b>	3,376	2,697	3,547	519	568	809	15	21	23

Source: World Trade Atlas (2011)

**TABLE C. TOP 15 SUPPLIERS OF CONSUMER FOODS & EDIBLE FISHERY PRODUCTS**

Peru - Top 15 Suppliers

CONSUMER - ORIENTED AGRICULTURAL IMPORTS

	\$1,000	2008	2009	2010
Chile	165,364	156,276	195,030	
United States	83,482	59,230	107,003	
Colombia	66,449	63,344	80,746	
Argentina	63,440	41,419	58,631	
New Zealand	25,719	20,401	47,778	
Brazil	34,130	36,736	47,377	
Mexico	25,585	27,730	39,746	
Bolivia	8,809	12,255	18,560	
Spain	11,427	11,115	17,648	
Ecuador	18,549	16,163	16,781	
Netherlands	12,398	10,608	14,905	
Denmark	8,048	8,683	9,940	
China	7,239	9,184	9,120	
Ireland	21,974	6,419	8,837	
France	8,972	7,059	7,750	
Others	57,164	61,612	65,574	
World	618,749	548,234	745,425	

Source: World Trade Atlas (2011)

FISH & SEAFOOD PRODUCTS

	\$1,000	2008	2009	2010
Ecuador	24,621	24,043	46,561	
Chile	22,930	32,496	41,341	
International Waters	444	3,342	28,871	
Argentina	5,505	4,932	8,301	
United States	769	327	6,921	
China	1,093	463	6,861	
Guatemala	-	-	3,761	
Vietnam	648	1,181	3,311	
New Zealand	-	48	3,191	
Panama	973	1,557	2,341	
Spain	1,999	1,174	1,731	
Italy	15	10	1,461	
Peru	49	4,124	1,291	
Thailand	4	33	931	
Netherlands Antilles	-	-	341	
Others	4,286	1,888	1,941	
World	63,337	75,616	159,191	